

<Creative Academy>

<Public Information Policy>

VERSION HISTORY (KEEP 5 MOST RECENT CHANGES)

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APPROVALS (KEEP 5 MOST RECENT CHANGES)

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XX.XX.XXXX	1.0	George Kirkham	GAK

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Purpose of this policy

The purpose of this policy is to specify the key principles which underpin how public information is managed at Creative Academy within the scope given below. It is acknowledged that all departments and staff across Creative Academy and Slough Borough Council are responsible for publishing materials which form part of the institute's Public Information.

Scope of the policy

This policy covers information published in electronic or printed form which refers to any of the following:

- Academic programmes;
- Collaborative Partnerships;
- Contractual relationships Creative Academy may have with a third party;
- Corporate strategies;
- Creative Academy Policies;
- Creative Academy Services.

Information published in electronic or printed form includes, but are not limited to:

- Information on the Creative Academy website;
- Information on other websites managed by Slough Borough Council;
- The Creative Academy Prospectus;
- Ad-hoc marketing materials, including brochures and leaflets;
- Social Media channels managed by Creative Academy staff (see Social Media Policy);
- Advertisements;
- Information published via third parties, including:
 - University of West London
 - London College of Music
 - Office for Students
 - Quality Assurance Agency
 - UCAS
 - Unistats in respect of the Key Information Set (KIS);
 - HESA (Higher Education Statistics Agency).

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This policy does not cover the following:

- Letters;
- Verbal communications;
- Presentations;
- Any teaching and learning materials;
- Staff recruitment advertisements;
- Outputs of research and scholarly activity;
- Content of creative work; or
- Materials produced and published by a third party with whom Creative Academy/Slough Borough Council does not have a direct relationship and is not within CA/SBC control.

Risk level

- Creative Academy/Slough Borough Council acknowledges the importance of publishing information that is accurate and reliable and acknowledges the risks associated with the publication of inaccurate or unreliable information.
- Creative Academy and Slough Borough Council have adopted procedures to help to mitigate risks of inaccurate public information and enable the institution to assure the reliability of relevant information in the public domain.
- The following are perceived to be of lower risk:
 - Materials which are produced and published by Creative Academy. These materials are fully in control of Creative Academy personnel. It is acknowledged however, that the risk may be higher in relation to materials which refer to University academic awards or credits
- The following are perceived to be of higher risk:
 - Materials which are produced and/or published by a third party, as they are not fully in control of Creative Academy personnel. It is also acknowledged that the risk may be increased in respect of materials which are also produced and published in a foreign language.

Key Principles

- Creative Academy and Slough Borough Council aim to publish information in a timely manner that is accurate, fair, reasonable; to ensure that internal and external audiences gain access to reliable information about the University and that external audiences are able to form an accurate impression of the Institution

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- This policy has been developed reflecting, as appropriate, the requirements of the HEFCE Wider Information Set (WIS) <http://www.hefce.ac.uk/whatwedo/lt/publicinfo/widerinfo/> and the expectations set out in Part C of the UK Quality Code <http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/Part-C.pdf>
- Responsibility for the management and publication of Public Information resides across all departments and staff at Creative Academy and SBC. They have responsibility to ensure that they have procedures in place that enable Creative Academy to manage its responsibilities in relation to public information and meet external expectations and internal requirements.
- Public Information relating to course provision, such as the Creative Academy Prospectus and the Programme Specifications on the Creative Academy website are controlled centrally within the institute.
- Creative Academy and Slough Borough Council takes responsibility for the production and publication of all public information, with the exception of University of West London and London College of Music who, under the terms of a contractual relationship with Creative Academy, publish materials which reference Creative Academy and may have permission to produce such materials.
- In relation to Public Information produced and published by a third party with whom Creative Academy has a contractual relationship:
 - The requirements for approval of public information will be detailed in the memorandum of agreement between Creative Academy and the third party.
 - Any materials produced by a third party must be checked and approved by relevant personnel at Creative Academy and Slough Borough Council prior to publication.
 - It is the responsibility of the third party to forward all draft promotional materials to Creative Academy/SBC in either electronic or hard copy format for approval prior to publication.
 - Creative Academy and Slough Borough Council will request the immediate withdrawal of public information published by a third party that does not comply with the CA/SBC corporate identity and/or includes inappropriate and/or misleading information.
 - All promotional materials for collaborative programmes (in Category C-F) devised and used by the partner institution must state that the programme is validated by Edge Hill University.
- Creative Academy and Slough Borough Council also works with third parties (UCAS, Unistats, HESA etc.) to publish information about CA. All information is provided by CA/SBC and the third party is the mechanism by which the information is published.

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Unistats: Key Information Set (KIS)

- Creative Academy maintains central data repositories which will be used as the source data for compiling any KIS information.
- Where the information relates to new programmes where no historic data is held, Creative Academy will seek guidance from academic staff as to the most likely path a student will follow through a programme of study.
- All data sets are reviewed by academic and professional staff prior to publication.

UCAS

- Creative Academy works with UCAS to ensure that information published about the University by UCAS is accurate.

HESA

- Creative Academy works with the Higher Education Statistics Agency to submit a number of mandatory records relating to research or teaching and learning activity. Creative Academy is responsible for the data submitted to the Agency and for monitoring accurate publication of the data sets.